



## Salvadoran Council Rejects Appeals to Annul Election

By Robert J. McCartney  
*Washington Post Service*

**SAN SALVADOR** — El Salvador's top electoral body has rejected a petition by two conservative parties to annul Sunday's elections. It acted shortly after the armed forces' high command went on nationwide television to urge respect for "the sovereign will expressed at the polls."

The events Wednesday left little doubt that the elections would be upheld, giving a major victory to President José Napoleón Duarte's moderate Christian Democratic Party.

"The validity of the entire election is accepted," said Mario Samayoa, president of the Central Elections Council.

The military high command called a news conference to dispute allegations by El Salvador's two largest conservative parties that the armed forces had acted improperly during the elections. The military communiqué, bolstered by the appearance of the defense minister, General Carlos Eugenio Vides Casanova, and the nation's other 15 highest-ranking officers, clearly threw the military's influence in favor of respecting the election results.

The armed forces' action appeared to highlight a historic break, evolving for several years, between the military establishment and the political right, diplomatic sources said.

The armed forces acted after the rightist Nationalist Republican Alliance and the conservative National Conciliation Party proposed to annul the elections because of alleged irregularities. The parties charged that government officials

had pressured voters, that there were indications of ballot-box stuffing and that military personnel had intervened in the cases on the Christian Democrats' behalf.

Representatives named by each of the two conservative parties control the three-member elections council, where they ouvrte Mr. Samayoa, who was named by the Christian Democrats. But all three members voted against considering the petition to annul the elections, which, if endorsed, would have led to another election within a month.

Arturo Méndez, the council member named by the National Conciliation Party, insisted that the armed forces' position had not influenced the council's decision. He said he voted against his own party's petition because of legal irregularities in presenting the proposal, because there was not enough time to prepare a new election and because the conservative parties' allegations were "more or less abstract."

Mr. Méndez acknowledged that the armed forces' declarations contributed to making the situation "very delicate."

General Vides Casanova read the communiqué, which said, "The armed forces, at all times, has maintained itself within institutional limits enforcing and guarding the constitution and other relevant laws."

General Vides Casanova called for a serious analysis of the conservative parties' complaints and rejected the accusations against the armed forces as "of no importance." He noted that the armed forces had lost 71 killed since Feb. 25 while defending the electoral

process against attacks by leftist guerrillas.

Tallies compiled by the Christian Democrats on the basis of official poll results showed that they had removed the conservatives from control of the National Constituent Assembly. The conservatives also apparently lost their control of a majority of the nation's municipalities.

The conservatives gave signs of backing off earlier Wednesday. Roberto D'Aubuisson, leader of the rightist Nationalist Republican Alliance, denied that his party had accused the armed forces of intervening.

But documents submitted to the elections council by the alliance and the National Conciliation Party to support their annulment proposal cited several instances in which soldiers or military police allegedly had confronted conservative polling officials or supporters, apparently to enforce certain electoral regulations.

The U.S. Embassy also appeared to signal that it expected the Christian Democratic victory to be accepted.

Donald Hamilton, an embassy spokesman, said, "Our elections observers were in many parts of the country. They didn't see anything which they would have considered to be of sufficient gravity to nullify the elections."

The armed forces' action represented a switch in its role regarding Mr. Duarte. The military backed the National Conciliation Party in 1972 in depriving Mr. Duarte of the presidency after an election that he now is generally acknowledged to have won.

Victor L. Israelsen, the Soviet chief delegate at the 40-nation Disarmament Conference, which has been discussing chemical weapons for more than a decade, said: "It should be well understood in Washington that efforts to make challenge inspection mandatory and automatic will only waste our time which we need to work on the convention."



AREWELL TO TROOPS — Thousands of Cambodians in the town of Stung Treng waved to Vietnamese soldiers in trucks as more than 10,000 troops were withdrawn.

## Gromyko Is Said to Support a Summit But Time, Place Still to Be Negotiated

By William J. Barron  
*Los Angeles Times Service*

**MOSCOW** — Foreign Minister Andrei A. Gromyko has said that a U.S.-Soviet summit meeting would be a good idea but that Washington and Moscow are nowhere near agreement on a time or place, Canadian officials said.

The reaction to President Ronald Reagan's offer to the Soviet leader, Mikhail S. Gorbachev, for a meeting was the first official Soviet comment on the proposal.

Mr. Gromyko made his remarks to the visiting Canadian external affairs minister, Joe Clark, on Wednesday. Mr. Clark's press spokesman, Sean Brady, said:

Mr. Reagan has said that he has received a reply to his invitation to Mr. Gorbachev, but the American side has not revealed any details. U.S. officials have said, however, that the answer was positive.

In some ways, the newly expressed pessimism is simply a reaction to the earlier euphoria, said Pino Arlacchi, an adviser to the Anti-Mafia Commission.

"In our country, with both the Mafia and terrorism, we behave like a pendulum," Mr. Arlacchi said Wednesday. "We have moments of very strong optimism and very great pessimism."

He contended that in the war against political terrorism, the country still had reason for optimism. Over a period of years, the police and the judiciary have largely broken up the old terrorist rings, and the killing last week of the union economist, Professor Ezio Tarantelli, appeared to be the work of an isolated remnant.

Judge Palermo, however, said he believed the attack had come from the Mafia, and many other officials, including police spokesman, agreed.

Commentators and political leaders across the ideological spectrum also attributed some of Italy's current jitters to upcoming local elections that have national overtones. The elections are scheduled for May 12.

### ■ Repudiate Mobster Is Killed

Police said Thursday that Vittorio Lo Giudice, a reputed underworld boss on Italy's Adriatic coast, was shot to death in his car Wednesday night in the countryside near the resort of Rimini, Italy. The Associated Press reported.

"For the first time in many years,

we have had a certain success against the Mafia, and even against the Mafia's political involvements," he said. "The Mafia cannot allow this to continue, so they had to respond, and they did so in a terrorist way."

Mario Cervi, a commentator of the conservative newspaper *Il Giornale*, contended that the attack on Judge Palermo may have been intended as a warning to Riccardo Bocca, the new prefect in charge of investigating the Sicilian Mafia.

Judge Palermo's case was unusual because he had aroused controversy even before going to Sicily. His investigations into arms and drug smuggling affected an enormous range of interest groups, including intelligence services. Some magistrates said privately that any of these groups might have been involved in the attack.

Judge Palermo, however, said he believed the attack had come from the Mafia, and many other officials, including police spokesman, agreed.

The case of the Mafia is quite different, Mr. Arlacchi and others said. Its roots in Sicily are deep.

Franco Russo, a member of parliament for a far-leftist party, charged Wednesday that the real problem was less to protect individual magistrates than "to fight the connivance between the political powers and the Mafia."

Mr. Arlacchi said the attack on Judge Palermo was in part a result of the very triumphs of the anti-Mafia movement over the last year, the police and the judiciary have largely broken up the old terrorist rings, and the killing last week of the union economist, Professor Ezio Tarantelli, appeared to be the work of an isolated remnant.

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Raid in Lebanon  
(AP) — At least eight persons were killed and 22 injured when a roadside bomb exploded near Moslem rebels' positions east of Tyre.

Tel Aviv, where they were staying, was hit by a roadside bomb in a car, and three French soldiers were killed.

is in Jordan  
ster Ahmad Obied, a former prime minister, returned to a royal decree. Obied's 18-month exile placed him. The decree says he has been released from his child hood friend, the Palestine Liberation Organization.

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U.S. Colleges Try to Lighten Students' Purple Prose

By Colin Campbell  
*New York Times Service*

CAMBRIDGE, Massachusetts

— One of the teachers would usually arrive with some beer, but apparently everyone had been too busy that afternoon to buy any. That added to their weariness as they sat in a creaky-floored office in Harvard University's Freshman Union, and for a minute, they considered adjourning rather than talking about their classes.

Dutifully, the five teachers decided to proceed. And as they traded tales of pedagogy and clear English prose, the teachers, all professional writers rather than academics, grew almost cheerful.

"I had one student," recalled Jeff Bradley, a freelance writer from Tennessee, "who began a paper, 'My mother has been heavily involved with every single member of the California state legislature.' The teacher snorted. Ambiguous!

Another Harvard freshman had started an essay, "Advertisements play an active part in every American's life." "Boring!" Mr. Bradley cried.

"Re-vision" said Dorian Fiegel, a freelance journalist. "I don't just tell them to rewrite it, I want them to rewrite it. I want them to read it again."

Lowry Pei, a published writer of fiction, has earned a modest living for seven years teaching expository writing at Harvard. He walked into class recently and told his students that they would be talking about "beginnings and endings" rather than "entries and departures."

The earlier name for this segment of the course had been "canceled due to pomposity," he explained.

His students were interested in creative writing, and he asked one to read her latest essay aloud. It dealt with a story by the Southern

The program now employs 47 such teachers, most part-time. Classes are small, about a dozen students each, and freshmen can choose among sections that focus on history, social studies or the natural sciences as well as on literature or creative writing.

Brown University in Providence, Rhode Island, introduced a program in 1981 in which professors can call on students who are good writers to help those who are not. Swarthmore College, in Swarthmore, Pennsylvania, recently announced that it will begin offering creative writing courses next fall.

And because students jump to buy foreign currency, they are charged a premium on long-distance calls with supplies, and those who have joined their organizations are offered new Japanese services for new Japanese customers.

This is what makes it difficult to cultivate relationships with Japanese companies, and it is difficult to cultivate relationships with Japanese companies.

But in general, the Japanese consumer is very satisfied with their products, and they are very satisfied with their products.

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Published With The New York Times and The Washington Post

## The European Idea Lives

When Spain and Portugal join the European Community next January, it will become, at least potentially, an economic power equal to the United States. The 12 countries of the Community, taken together, will be very close to the American level of economic output. Their population will be a third larger. The Community's actual power will depend on the 12 countries' determination to keep pressing toward greater unity. The final agreements on Spanish and Portuguese membership are the latest demonstration of progress there.

The negotiations went on for eight years. Although the European Community is built around a common market, the real motives for founding and then expanding it have never been essentially economic. The idea has always been to use economic growth to strengthen the base for stable and vigorous parliamentary democracy. The question was whether that high purpose would fade after the first burst of postwar idealism. That has not happened.

Perhaps there are commercial advantages for some of the Community's current members in bringing in two more, but there are clear disadvantages to several — France, Italy and Greece — whose farmers will now be subjected to fierce competition from Iberia. That is why the negotiations dragged on so long. The reason for eventual success was the strong interest

— THE WASHINGTON POST.

## Toward U.S. Retaliation?

Friction between America and Japan over trade is nothing new. One U.S. administration after another has found grounds for protest in unfair competition in automobiles or rigging of the value of the yen or quotas on American oranges. And year after year diplomats have defused tensions and maintained the special relationship between the two countries. But this year's friction is different; this year the Japanese are on the march.

Initially it was the Reagan administration that took a tough posture on trade, to strengthen America's bargaining position. But now congressional threats of retaliation against Japan have taken on a life of their own, beyond the administration's control. Unless the Japanese are willing to see Congress close some American markets to their products, they will have to take some serious steps to open Japanese markets to American competitors.

The United States has little cause, in truth, to be righteous about Japanese trade policies. Japan does protect or subsidize inefficient producers of rice, beef, cigarettes and communications equipment. But America protects or subsidizes inefficient domestic producers of sugar, textiles, ships, dairy products and military equipment. It can readily be argued that the Japanese economy is as open as the American.

Nor is it sensible to blame Japanese protectionism for America's big deficit in trade with Japan. That arises mainly because federal deficits are absorbing most domestic savings — and because the Japanese and others have rushed to fill the gap by investing in American securities. The resulting demand for the dollar makes American exports less competitive in world markets, including Japan's.

— THE NEW YORK TIMES.

## Other Opinion

### A Trade War May Be Coming

The possibility of a trade war between the United States and Japan no longer seems as remote as it did once. For years there have been powerful voices raised in Congress supporting protectionist measures aimed primarily at Japan, but although they may have echoed the sentiments of many voters and industrial lobbyists they have been representative of protest rather than policy. Protectionists have nibbled away at the free trade consensus which has dominated Washington since the end of the Second World War, but successive administrations, including the present one, have regarded the promotion of free trade as an intellectual if not always a practical obligation. Last week's 92-0 vote in the Senate in support of trade retaliation against the Japanese, the expectation that the Senate Finance Committee will approve legislation demanding specific retaliatory action from President Reagan and increasingly tough talking by high-level administration trade officials are indications that, as far as Tokyo is concerned, the consensus has been shattered. American patience with Japan has just about run out.

### Costly Experts, Grim Results

At any one time there are about 40,000 foreign experts in Africa. They cost around \$100,000 per year each, when you allow for salaries and travel costs and moving expenses

— The Jakarta Post.

### FROM OUR APRIL 5 PAGES, 75 AND 50 YEARS AGO

#### 1910: Italian King Meets Roosevelt

**ROME** — Mr. Theodore Roosevelt was received by King Victor Emmanuel at the Quirinal [on April 4]. The King questioned Mr. Roosevelt closely about his expedition and particularly on the various species of game he had been able to bag. His majesty was especially interested in the visit paid by Mr. Roosevelt to Mogadisho, the capital of Italian Somaliland, and the colonization project now under way there. The question of Italian emigration to America and the probable attitude of the United States on certain international questions was also brought up. The entire interview was carried on in a most cordial spirit, the King and the one-time president conversing freely as if they were old friends.

#### 1935: Japan Stands Off From Europe

**TOKIO** — Japan's field of political activity is Asia and not Europe, the spokesman of the Foreign Office declared in a statement on the possible repercussions of the European situation on the Far East. He scoffed at suggestions that Japan was contemplating an alliance with Germany. "Before 1914," the Japanese spokesman said, "peace was based on the balance between the Triple Entente and the Triple Alliance. Japan had an alliance with Great Britain and agreements with France and Russia. Now, however, Japan has no alliances; only a vague agreement with France. The European countries are too busy to intervene in Asia, which is merely a question of prosperity for Europe, but a vital question for Japan."

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Editor

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## TRAVEL

## DOONESBURY



## INTERNATIONAL DATEBOOK

## AUSTRIA

## FINLAND

VIENNA. Musiverein (tel: 65.81.90). CONCERTS — April 7 and 8: Vienna Symphoniker, Leopold Hager conductor (Beethoven, Mozart). April 10: New Chamber Ensemble, Ronald Singer conductor, Marek Wozniakowski violin (Beethoven). April 11: Vienna Symphoniker, Stanislaw Skrowaczewski conductor, Gran Johannessen piano (Kavel, Shostakovich). OPERA — April 8: "Balalaika." April 9: "The Sleeping Beauty" (Nureyev, Tchaikovsky). OPERA — April 6: "Faust" (Gounod). April 7 and 10: "Parsifal" (Wagner). April 9: "La Traviata" (Verdi). VOLKSPEROL (tel: 53240). OPERA — April 7 and 9: "Il Barbiere di Siviglia" (Rossini). OPERETTA — April 6 and 12: "The Land of Smiles" (Lefèvre).

## ENGLAND

BIRMINGHAM. Birmingham Hippodrome (tel: 621.74.86). The Royal Ballet — April 8-11: "Manon" (MacMillan, Massenet). April 12: "The Firebird" (Fokine, Stravinsky, "Consort Lessons" (Birley, Stravinsky), "A Month in the Country" (Aston, Chopin). LONDON. Barbican Centre (tel: 628.87.95). Barberian Art Gallery — To April 14: "Mahler, Vienna." Barbican Hall — April 6: London Concert Orchestra, Robert Ziegler conductor, Anna Mackay soprano (Bach, Handel). April 7: Academy of Ancient Music, Christopher Hogwood conductor, Emma Kirkby soprano (Handel). April 8: London Symphony Orchestra, Peter Schickele conductor (Bach). April 9: New Symphony Orchestra, Vilen Tausky conductor (J. Strauss). Haydn Hall (tel: 928.57.08). EXHIBITIONS — To April 21: "Reborn," John Balmer Paintings from the Africa and Oceania Series." London Coliseum (tel: 836.01.11). OPERA — April 6, 10, 12: "Fidelio" (Beethoven). April 11: "The Barber of Seville" (Mozart). Royal Opera (tel: 240.10.66). OPERA — April 6, 9, 12: "Don Carlo" (Verdi). April 8 and 11: "Il Barbiere di Siviglia" (Rossini). Tate Gallery (tel: 821.13.13). EXHIBITIONS — To April 14: "St. Ives 1939-64." To June 2: "The Political Paintings of Merlin Evans (1910-1973). Victoria and Albert Museum (tel: 589.63.71). EXHIBITIONS — To April 14: "Michael Angelo" (Rover) (1743-1801) and John Verrey (1778-1842). To June 9: "The Noble Places of Constantinople: Watercolor by Antonio Counti Preziosi (1816-1851)." Wigmore Hall (tel: 935.21.41). RECITALS — April 7 and 9: Colin Carr cello (Bach). April 8: Raymond Cohen violin, Andhyra Reid piano (Beethoven). April 10: George Malcolm harpsichord (Bach).

## WEEKEND

## CLINICS

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## INTERNATIONAL HERALD TRIBUNE, FRIDAY, APRIL 5, 1985

## Bean Soup on the Champs-Elysées

**P**ARIS — Somewhere along the line they decided it was time to turn the gastronomic tables and offer the French a real taste of America. So Leon Laniades, owner of Manhattan's Coach House Restaurant, flew into Paris recently with a suitcase full of Maryland lump crab meat, Great Lakes golden caviar

The response was enthusiastic. "The black bean soup was extraordinary, full of imagination, you'd never find anything quite like this in France," declared Edgar Lutz, head of reception for the Plaza Athénée.

The young French chef in the kitchen were just as curious and enthusiastic as their clientele. "I just never imagined you could make a soup out of black beans — this gives me all sorts of ideas," said Pascal Constantin, an astonished young French chef who was assigned to cook the golden crab cakes under the watchful eye of Laniades.

Chiberta's head chef, Jean-Michel Badié, appeared untroubled as the French and American teams worked in tandem, preparing two totally different sorts of cuisine. Trays of corn sticks and pecan pies sat next to the creamy wild *pistou* mushrooms or plates of ravioli filled with foie gras and truffles.

The Coach House owner seemed stunned by the whole affair, an event that he and Richard had discussed for some time, but one he never imagined would materialize.

There were, of course, a few snags along the way, but none so serious that Laniades, who moved to Paris from Boston 17 years ago, said she found the meal pleasingly evocative of her childhood.

"But I know how hard it is for the French to react to this food," she said. "After all, so much of what we love about food comes from memories of certain tastes and textures mingled with experiences of the past." She found the elegant Chiberta presentation — a procession of small courses, a sampling of everything — particularly appealing.

Richard of Chiberta said that the warm

reception for the Coach House fare was his signal to scout for another American chef.

He may just decide that cast-iron corn stick

pans look fine next to those shiny copper casseroles.

© 1985 The New York Times

## PATRICIA WELLS

and Minnesota wild rice, which he prepared for diners at Chiberta, the Michelin two-star restaurant just off the Champs-Elysées.

Laniades came at the request of Chiberta's owner, Louis Noel Richard, a Coach House admirer who decided it was high time he introduce his customers to American food and wine.

So for three evenings, black bean soup and *petits pains de maïs chauds* — better known as hot corn sticks — shared the spotlight with Chiberta's nouvelle-inspired cuisine.

Many of the restaurant's regular diners were informed of the event in advance, but in each case guests were given a choice between the regular Chiberta menu and the five-course Coach House dinner. Each evening about half of the 80 or so diners, most of them French, opted for the American menu — costing about 45 francs (\$45) a person with service and served with a selection of Robert Mondavi wines from California.

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## Martha Graham

Continued from page 7

like a terrible revelation of meaning. Because when you light on a word it strikes to your heart.

I have probably used words in some of my work because dance wouldn't do what I wanted it to. I probably employ words in trying to augment that.

But I have used words in my new work, "Song of Songs" because I think they are beautiful in themselves. It could be done without them, yes, but to me, it wouldn't be quite the same.

To me, the body says what words cannot. I believe that dance was the first art. A philosopher has said that dance and architecture were the two first arts. I believe that dance was first because it's gesture, it's communication. That doesn't mean that it's telling a story, but it means it's communicating a feeling, a sensation to people.

Dance is the hidden language of the soul, of the body. And it's partly the language that we don't want to show. Auden says, "We all have these places where shy humiliations gambol on sunny afternoons." We all have these shy humiliations, and sometimes we do something in dance — a movement that's awkward, rough, not complete in itself. And with me, it's a deliberate use.

But there are problems. When we toured the Middle East the last time, we were in Cairo. Three weeks after we left there, someone put up a shingle saying, "Martha Graham Dance taught here." So that's what you meet all over the world, you meet it everywhere. But how can you combat it? You can combat it verbally, but you don't want laws on your hands — although there are one or two things I would like to make a lawsuit over.

I've relaxed my feelings about other companies performing my works. I have never in principle been against my ballets being danced by other companies. Rather, it is that we lack the time, space and money to insure that they are done well. To me, the only sin is mediocrity. Our teachers and rehearsal directors are asked everywhere, but our own needs must be paramount. I would allow it if I could have the supervision, or someone from me would have it. I wouldn't take it myself.

But there are problems. When we toured the Middle East the last time, we were in Cairo. Three weeks after we left there, someone put up a shingle saying, "Martha Graham Dance taught here." So that's what you meet all over the world, you meet it everywhere. But how can you combat it? You can combat it verbally, but you don't want laws on your hands — although there are one or two things I would like to make a lawsuit over.

I don't believe in imitating the street on the stage. Why should you go in off the street and see the street on the stage? I believe you're going to see gods and goddesses — although they may be bitches and vixens and terrors — but at least you see a human being. That does not destroy what electricity and electronics do today. Actually, the body's very like a computer. It has a memory bank, an enormous memory bank.

When I speak of having gods and goddesses on stage, it's not because I think they are perfect. Have you read about Hera and Zeus and some of their carryings-on? They were not what I would call moral. One is looking for the glorified being one would like to be, good or bad, and sometimes the more flamboyant, the more attractive or repellent it is.

I use the words gods and goddesses principally, I think, to mean beautiful bodies — bodies that are absolute instruments. And I believe in discipline, I believe in a very definite technique. You have no right to go before a public without an adequate technique, just because you feel. Anything feels — a leaf feels, a storm feels — what right

I don't try to tell the dancer exactly what a dance means before they do it. I can correct it and tell them what they have done after they have done it, and what it means to me. But I don't say, "Be fearful here," "Be angry here," because I think that's intrusion.

I said to some of the men the other day, "Listen, we're just back from Florence and you're beautiful young men. But please don't bring Michelangelo's David into this studio."

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I do not interpret the music. That's why I could never do a symphony or a sonata or something like that. I feel the music interprets itself; it speaks its own language.

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## Mexican Art Today

Continued from page 7

tures, built to scale and set against his photographs of urban sites are photographed to create the illusion of a full-size world to the size.

Prosperity broke up the groups of the 1970s, such as Proceso Peñafiel, which believed in collective work, especially posters and other public projects for political causes. The collectivists were lured into lucrative individualism by a growing market.

Some of these artists have stopped working, but others have remained active artistically and politically. Carlos Aguirre, 37, and his wife, Rowena Morales, 36, are exhibiting this spring in Mexico's Museum of Modern Art.

Morales, who rejects the label feminist but whose constant theme is women, paints tapestries with recurrent motifs: flowers, birds, butterflies and hearts suggesting the shapes of the female body. Aguirre's collages of meticulous drawings, photographs, clippings and documents explore the parallels between the 1914 U.S. intervention in Mexico and current U.S. policy in Central America.

The younger artists have been greatly influenced by the 1950s generation, as in the carefully textured oils of Francisco Toledo, the surrealistic illusions of Pedro Friedeberg, and the finely brushed expressionism of Gilberto Aceves Navarro.

Alberto Castro Letelier leans toward figurative painting. José uses elements of pop art and photorealism. Miguel paints passionately colored abstracts. Francisco works in grays with blurs of charcoal on large grim canvases that try to express what has happened to life in one of the world's most polluted cities.

The Mexican art scene is highly centralized and most Mexican artists live in this crowded city of undrinkable water, brownish gray air, unfinished construction like open wounds and 16 million people.

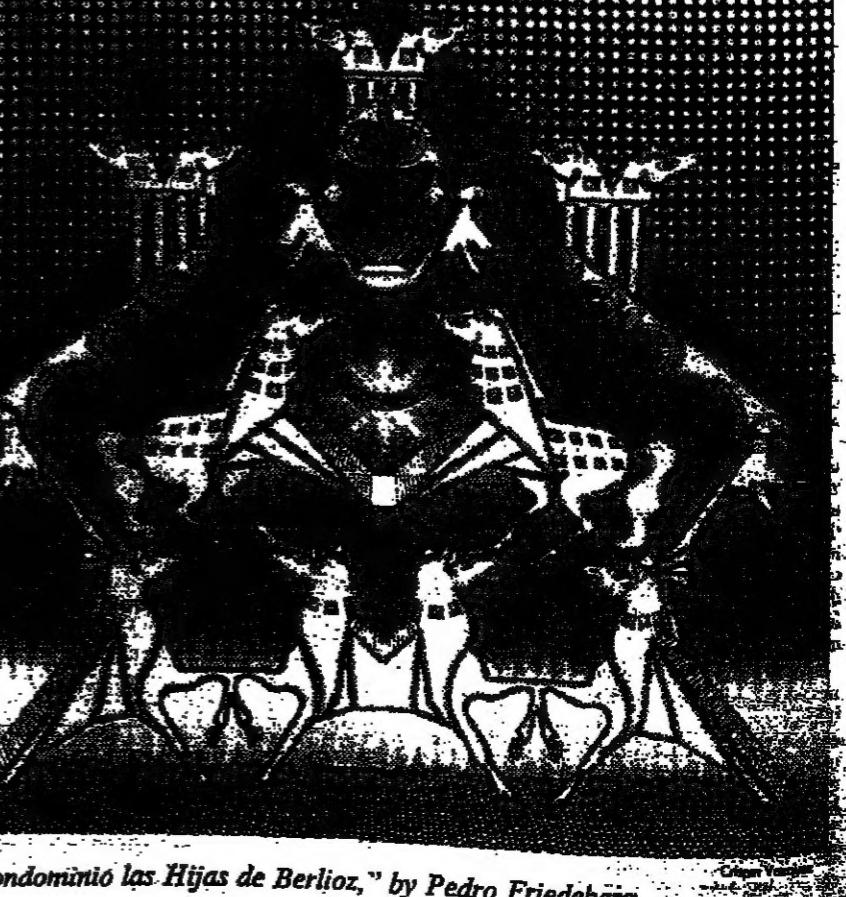
Some, like Escobedo, try to evoke it, as in their drawing of a cityscape of crucifixes or a collage of photos of the darkening city, called "How to Make a City Disappear in Three Acts." Others prefer to flee the city.

Irma Palacios' rough-textured abstracts in rich coppers and chocolate earth tones remind her of the countryside beyond the city's vast walls. Hendrix is trying to form a school of landscape artists.

Muralism, fostered by state commissions is undergoing a revival. In 1948, when most other artists were rejecting muralism, Arnold Belkin, a 16-year-old Canadian, arrived here to study mural techniques under Siqueiros. While he rejected the formalism and dogmatism that Mexican art was acquiring,

he has just finished a commission for the university at Iztapalapa, and is beginning a mural depicting man's triumph over fascism and striving for peace on the interior wall of a school founded by Spanish Republican refugees.

"I don't see why one should not paint Utopia," he says.



Flight  
for the U

by Roger Collis

in the Weald

of Kent

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in the Weald

lysées

we always make our own  
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They tried substituting  
with a greasy, buttery  
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that east-coast com-  
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New York Times

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I go home the place  
Mrs. Hindemuth. She  
gut! I think we were  
aid, "You almost were  
it so weak." I was  
I've very seldom felt the

Whether or not an airline exploits this opportunity will depend on how much of its inflight advertising revenue it ploughs back into making programs. When Cameo started in April 1983, the concept was to rent the screen from the airline and pay it a proportion of the revenue, Hilary says. "But what we do now is to produce a program with the airline and retain all revenue until the agreed cost of the production is covered. Thereafter we split the revenue 50/50."

This means that an airline can either get its entertainment free of charge or a flat check. But according to Hilary, most of the major airlines "go quite a long way down the entertainment road." For example, Cameo spends about \$1 million a year with KLM on total programming.

Inflight entertainment began in the 1960s, when airlines first made deals with film distributors to screen movies. This was gradually followed by music on audio channels and eventually speech programs. In the early days, advertising was limited to a few minutes of "back-to-back" commercials just before the main feature film.

In March 1980, a 10-minute sponsored magazine program made by the New York-based Transglobal Films was first tested on American Airlines, according to Joan Licursi, a vice president of Transglobal, which is now the largest company producing inflight screen entertainment. "World on Parade" was so well received by passengers that by mid-1981 it was being shown by 15 major U.S. domestic and international airlines, including Pan Am, TWA, SAS, Lufthansa and British Airways. One of the first of the programs, which change every month, was a special produced by Wilkinson Sword on the wedding of Britain's Prince Charles and Lady Diana Spencer in July 1981.

Airlines started converting to video about three years ago. According to Cameo, three of its clients, Eastern Airlines, British Caledonian and UTA, are still using film, but plan to convert shortly. Licursi says that Pan Am and TWA still carry a high percentage of film as they undergo their "retrofits," or refurbishment.

Transglobal, she says, is contracted to produce video films for British Airways starting in May 1985. Air France plans to start a three-year conversion of its long-haul fleet in July. Swissair is introducing video on its Boeing 747s and DC-10, not only for inflight entertainment but for demonstration films of life-test and oxygen mask use.

Video is not only cheaper but more flexible than film, which has to be loaded into

## FOR FUN AND PROFIT

Inflight Entertainment  
For the Upwardly Mobile

by Roger Collis

**I**n the beginning you had the inflight movie, elevator music on the sound channels and those earphones with little plugs that used to bore their way into your brain. But as airlines convert their outdated film equipment to video and install hi-fi systems with electronic headsets, inflight entertainment is coming of age both as a powerful new advertising medium and an important contender in the passenger service stakes.

Airline passengers, who have little else to do except twirl their drinks, are the ad men's dream of the ultimate captive audience. Being upwardly mobile in a literal as well as demographic sense means that they can't go to the refrigerator for a beer when the commercials come on. And video technology has opened a world of new possibilities for sponsored programs, from destination films to the latest news. Prototypes already exist for individual video screens in the back of seats. And even live inflight broadcasting is technically possible.

In 10 years time, there may be more people watching films in the air than on the ground, according to Duncan Hilary, a director of The Cameo Network, a London-based firm that supplies sponsored screen entertainment for a dozen international airlines. About 10 million people a month presently watch inflight films, Hilary says, and this may grow to 100 million before the end of the decade. His prediction is based on an International Air Transport Association estimate that the number of passengers carried by commercial airlines will double from 60 million to 120 million a month within this time, and the expectation that video programs will be shown on short- as well as long-haul flights.

Unless it takes a new Broadway show, aboard, or at least screens a new release, an airline is hardly likely to sell more seats because of its inflight entertainment. But airlines are discovering that high-quality customized programs, along with cuisine, seat configuration, decor and other cabin amenities, can help to emphasize its individuality and reinforce the image it is trying to promote.

Whether or not an airline exploits this opportunity will depend on how much of its inflight advertising revenue it ploughs back into making programs. When Cameo started in April 1983, the concept was to rent the screen from the airline and pay it a proportion of the revenue, Hilary says. "But what we do now is to produce a program with the airline and retain all revenue until the agreed cost of the production is covered. Thereafter we split the revenue 50/50."

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Video is not only cheaper but more flexible than film, which has to be loaded into

## A 14th-Century Manor House

by Erica Brown

**L**ONDON — In 1340, Sir Thomas Cawne cleared an area of virgin forest in the Weald of Kent and built himself a house complete with great hall and chapel, and because the site lay deep in a valley, he surrounded it with a moat for defense.

In 1480, Sir Richard Hau made the house U-shaped by adding two wings, and in 1520, Sir Richard Clement completed the quadrangle by building a new chapel between the original house and the west wing.

The house, Ightham Mote, was handed over to the National Trust recently by its American owner, Charles Henry Robinson, now in his 90s, in the first such gift by an American.

For lover's of architecture, Ightham Mote is a treat. (Ightham is the name of a nearby village, and Mote refers not to the moat but to the moats, or local councils, that met at the house during the Middle Ages.) There have been other alterations since 1520, of course, but these have added to, rather than detracted from, the original house, one of the few genuine examples of a 14th-century manor house left in Britain.

Unlike many English houses, this one has not belonged to one family for generations; it has been bought and sold many times, and each owner has left his mark. But the result is cohesive rather than confused, perhaps because all building was done in the local honey-colored stone, half-timbered in oak. Today, as described by Sir Nikolaus Pevsner, the architectural historian, it is a "low, square, unassertive house" of great charm.

giant 16mm cassettes. These are limited to a maximum 128 minutes playing time (which is why you sometimes miss the juicy parts of a long movie) and cannot be changed by the cabin crew during the flight. Video is stored in random access cassettes which can be changed or run on at any time. This allows the screening of same-day news, "what's on" destination films, documentaries and "welcome aboard" features, as well as the movie. There's no limit to the amount of video that can be run, raising the question of how much is too much for the beleaguered traveler.

So far, airlines are being fairly sensible.

For example, Cathay Pacific, one of

Cathay Pacific's clients, shows a one-hour documentary (a different version for inbound and out-

bound flights) with four minutes of advertising on sectors of three to six hours.

On sectors of six to nine hours, there's a movie with another four minutes of ads. And on longer sectors, both of these films are shown.

Whatever they think of the programs, pas-

sengers don't seem to be turned off by the advertising. According to Hilary, commercials for in-market products have an average

recall of 83 percent compared with 23 per-

cent for television. Although inflight ads are five times more expensive than television in terms of cost per thousand (a one-minute ad on Cathay costs \$7,000 a month for a potential audience of 100,000) advertisers are able to target a group that only represents 10 percent of the TV audience. "The efficiency of this medium is phenomenal," Hilary says.

A survey carried out last October among 35 international airlines by the World Airline Entertainment Association seems to show that audio entertainment is at least as popular as video. On flights where only audio was available 82 percent of passengers took headsets compared with 62 percent with combined audio and visual channels, 68 percent took headsets.

The Italian Communist Party has never been able to take power nationwide, but it is strong in the cities across central and northern Italy. In both Venice and Rome the officials in charge of culture are Communists.

And thus it is no accident, as Marxists say,

that when an exhibition of Impressionist paintings — mainly French — from the Soviet Union's museums found its way to Italy, it was sponsored by the cities of Venice and Rome. (It is now being shown in Venice's Museo Correr and will open in Rome at the end of April.)

Romanelli, who is not himself a Communist Party member, agreed that Communist local governments here managed to do better than others in winning Eastern European

exhibitions. "We have good ties with the Soviet museums, with Poland, East Germany and other Eastern countries," he said.

The Communist Party's importance in cultural life here is based on more than control over a lot of city halls. Luciano Pellicani, the editor of the Socialist Party's monthly, *Il Mondo Operaio*, argues that the Communists owe much of their cultural tradition to the party's founder and intellectual leader, Antonio Gramsci.

What set Gramsci apart from other Marxists was the importance he accorded to winning cultural and moral predominance for the left. In Western countries, Gramsci argued, intellectual and cultural hegemony was more important and enduring than state power. As a result, said Pellicani, who is deeply critical of the Communists on many issues, "The Italian Communist Party has worked to spread culture to the masses."

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NYSE Most Actives						
	Vol.	High	Low	Last	Chg.	Close
Philco	3,029	156	154	156	+1	156
AT&T	1,647	712	696	704	+2	704
American	2,278	278	276	278	+1	278
National	1,163	185	182	185	+1	185
ITT	1,125	125	124	125	+1	125
AT&T Corp	1,250	125	124	125	+1	125
General	2,253	416	416	416	+1	416
Coca-Cola	2,252	335	334	335	+1	335
Sears	6,671	325	324	325	+1	325
Compaq	3,311	514	512	513	+1	513
IBM	6,231	712	712	712	+1	712

Dow Jones Averages						
	Open	High	Low	Last	Chg.	Close
Indus	7,254.29	7,242.24	7,238.24	7,239.25	+0.27	7,239.25
U.S. Corp	1,542.83	1,542.83	1,531.24	1,531.24	-0.20	1,531.24
Utilities	3,782.22	3,733.29	3,658.50	3,707.07	+0.17	3,707.07

NYSE Index						
	High	Low	Last	Close	3 P.M.	Chg.
Composite	104.30	103.56	103.77	103.38	-0.20	-0.20
Industrials	104.20	103.56	103.77	103.38	-0.20	-0.20
Utilities	104.20	103.56	103.77	103.38	-0.20	-0.20
Finance	104.20	103.56	103.77	103.38	-0.20	-0.20

Thursday's NYSE Closing						
	Class	Prev.				
Advanced	214	215				
Declined	211	212				
Unchanged	210	211				
New Highs	116	116				
New Lows	116	116				

AMEX Diaries						
	Class	Prev.				
Composite	214	215				
Industrials	214	215				
Transportation	214	215				
Utilities	214	215				
Finance	214	215				

NASDAQ Index						
	Class	Prev.				
Composite	214	215				
Industrials	214	215				
Transportation	214	215				
Utilities	214	215				
Finance	214	215				

AMEX Most Actives						
	Vol.	High	Low	Last	Chg.	Close
Worley	1,672	385	382	385	+1	385
BAT	1,621	416	414	416	+1	416
Vestar	1,571	265	262	265	+1	265
Hess	1,567	197	195	197	+1	197
Imperial	1,523	116	114	116	+1	116
Invest	1,517	112	110	112	+1	112
West	1,497	112	110	112	+1	112
Worley	1,497	112	110	112	+1	112
TexAir	1,481	104	102	104	+1	104
TIA	1,478	101	99	101	+1	101
GlenPac	764	379	377	379	+1	379

Dow Jones Bond Averages						
	Prev.	High	Low	Last	Chg.	Close
Bonds	72.11	72.29	72.09	72.29	+0.01	72.29
Utilities	72.12	72.30	72.10	72.30	+0.01	72.30
Industrials	72.12	72.30	72.10	72.30	+0.01	72.30

NYSE Diaries						
	Class	Prev.				
Advanced	210	211				
Declined	209	210				
Unchanged	208	209				
New Highs	49	49				
New Lows	49	49				

Odd-Lot Trading in N.Y.						
	Buy Sales	Shrt				
April 3	1,000	1,000				
April 4	1,000	1,000				
April 5	1,000	1,000				
April 6	1,000	1,000				
April 7	1,000	1,000				
April 8	1,000	1,000				
April 9	1,000	1,000				
April 10	1,000	1,000				
April 11	1,000	1,000				
April 12	1,000	1,000				
April 13	1,000	1,000				
April 14	1,000	1,000				
April 15	1,000	1,000				
April 16	1,000	1,000				
April 17	1,000	1,000				
April 18	1,000	1,000				
April 19	1,000	1,000				
April 20	1,000	1,000	</td			

## TECHNOLOGY

## New '911' Service Allows Instant Tracing of Calls

By ERIC N. BERG  
*New York Times Service*

**N**EW YORK — In Minneapolis, the manager of a 24-hour supermarket was stabbed during an apparent robbery not long ago. Although badly injured, the manager was able to dial "911" and summon an ambulance without ever giving his address.

In Orlando, Florida, an enraged woman began firing a shotgun in a house where two other families lived. A second woman in the house dialed "911" but hung up almost immediately to flee the attacker. Although the 911 operator heard only gunshots, he was able to dispatch police cars to the scene to arrest the gun-toting woman.

What enabled the ambulance and police to respond without having an address is an emergency communications system rapidly being put in place throughout the United States. Called "Enhanced 911," the system instantly traces a 911 call and displays the address of the caller on a video screen.

Specialists in emergency communications say Enhanced 911 is proving valuable in numerous circumstances — in the case of very young children who dial 911 but do not know their address; of blind and mute people who might also be unable to tell an emergency dispatcher where they are; of out-of-towners and foreign-speaking persons, and of people who, like those cited in Minnesota and Florida, hang up before giving an address.

"Even if the 911 caller doesn't say a word, it is now possible to know where you are calling from — business, residence, or coin phone," said Eugene A. Fredericks, who heads up the New York Telephone Co.'s efforts to sell Enhanced 911.

The technology for Enhanced 911 is not new. For years, telephone companies have been able instantaneously to identify a caller's telephone number without asking for it. And for some time, reverse phone books, also called crisscross directories, have made it possible to determine an address from a phone number.

**B**UT it has only been in the last year or so that completely integrated systems, in which numbers are quickly identified and converted to addresses, have become affordable for small and mid-sized cities. System prices have dropped as the prices of computers and computer memory have fallen.

Advances in telecommunications, moreover, have made it possible for many cities to team up and put all their residents' names and addresses on one giant data base, thus saving more money. Largely as a result, Mr. Fredericks says, about 70 Enhanced 911 systems have been put in place in the United States, 50 more are under construction and several cities, including New York, are considering installing one.

Although many Enhanced 911 systems are on the market, all of them work in essentially the same way. When a caller dials 911, the telephone company's number identification system, which is used in normal billing, transmits the caller's number to the emergency operator's console. Separately, a copy of the number is transmitted to a computer holding a data base. With the number as its guide, the computer looks up the address where the phone is and transmits that information back to the operator. The system computers are also programmed to determine which city's police, fire, or ambulance unit should respond.

This can be particularly helpful in counties with many small cities. In Orange County, Florida, which includes Orlando, there

(Continued on Page 13, Col. 5)

## Currency Rates

Official fixings for Amsterdam, Brussels, Frankfurt, Milan, Paris, New York rates at 4 P.M.

	U.S.	E.	D.M.	F.F.	I.L.	Gdr.	S.F.	Yen
Amsterdam	1.554	4.302	112.87	24.97	0.7775	5.614	133.28	146.17
Brussels	1.577	4.327	113.52	24.95	0.7725	5.614	133.28	146.17
Frankfurt	1.554	4.304	112.87	24.97	0.7775	5.614	133.28	146.17
London	1.755	5.004	127.94	15.679	0.842	4.971	118.91	126.25
Milan	1.516	4.056	108.50	24.95	0.7725	5.614	133.28	146.17
New York (c)	1.516	4.056	108.50	24.95	0.7725	5.614	133.28	146.17
Paris	1.453	3.585	101.29	24.93	0.7700	5.607	125.59	124.54
Tokyo	2.504	7.017	202.99	48.03	1.027	15.171	2.645	254.00
Zurich	2.672	7.257	217.93	51.031	1.026	15.171	2.645	254.00
1 ECU	0.786	0.8078	2.353	0.8225	1.4221	2.52	44.948	1.8941
1 SDR	0.82211	0.81454	2.0954	0.8224	1.4221	2.52	44.948	1.79367

## Dollar Values

	U.S.	Per	Currency	Per	U.S.	Per	Currency	Per
Austria	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Belgium	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Denmark	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
DRS	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Finland	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Germany	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Iceland	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Ireland	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Iceland	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Malta	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Norway	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Portugal	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Spain	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Sweden	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
Switzerland	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000
U.K.	1.554	1.554	U.S.	1.000	1.000	U.S.	1.000	1.000

(a) Commercial franc (b) American needed to buy one pound (c) Amounts needed to buy one dollar (d) U.S. \$100 to £100 (e) U.S. \$100 to 100 francs (f) Units of 10000

U.S. and U.K. not available

Sources: Banque du Bruxelles (Brussels); Banca Commerciale Italiana (Milan); Banque Nationale de Paris (Paris); IMF (SDR); Banque Arabe et Internationale d'Investissement (Algiers); CitiBank (New York); AP.

(Continued on Page 13, Col. 5)

## Eurofranc Market to Reopen

## First Issue Seen By Next Week

By Axel Krause  
*International Herald Tribune*

PARIS — Finance Minister Pierre Bérégovoy has approved plans to reopen the Eurofranc bond market in what ministry officials said reflected both a continued easing of French government controls over financial markets and a means of bolstering confidence in the franc.

The decision Wednesday had been actively sought for about a year by banks and borrowers inside and outside France. It clears the way for Gaz de France, the state-owned gas utility, to issue franc-dominated Eurobonds, possibly next week, ministry and trading sources said.

Traders said GDF planned an issue of about 500 million francs (\$52.6 million), led by state-owned Crédit Commercial de France. They said the terms were still being determined.

The GDF issue would represent the first since the Eurofranc market was closed by the ministry shortly after the Socialist government was elected in May 1981.

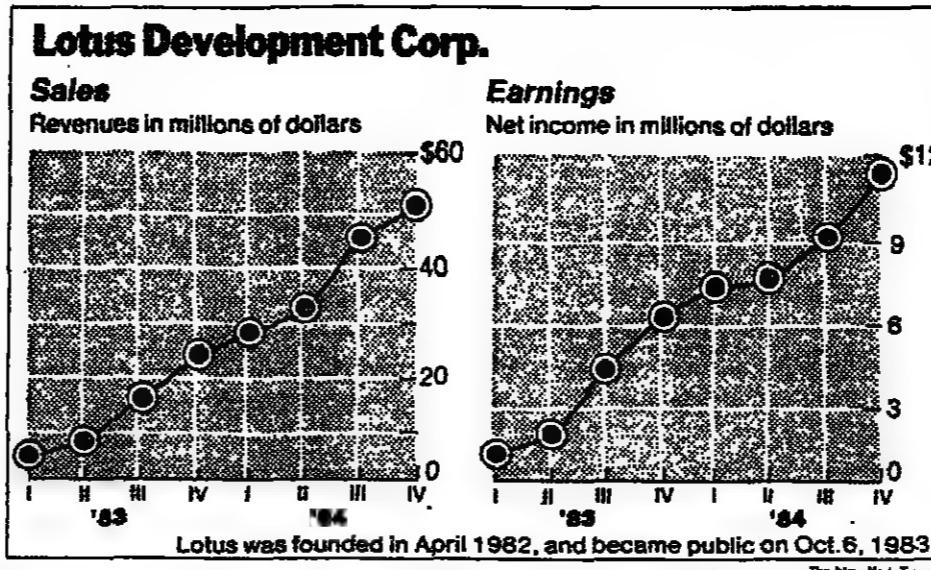
The closure of the market came in response to a sudden drying up of the market as the franc came under severe pressure amid speculation that a devaluation was imminent. France later delayed its currency on three occasions.

In 1980, the last year of trading, the issues, coming at the rate of one or two a month, totaled several billion francs, ministry officials said. They said they expect roughly the same volume in the reopened market.

The demand is there, and we have known this for several months but we have waited now to be certain, a ministry official said.

The previous rules for new issues will be restored under the authority of the Treasury, which will informally control the market through an issue committee of government officials and lead managers.

(Continued on Page 13, Col. 1)



## BNOC Is Said To Propose Cut In April Oil Price

Reuters

ROTTERDAM — British National Oil Corp. has proposed a \$27.50 per barrel price for Brent crude oil loading in April, a cut from the price in March, traders said Thursday.

It sells back about 500,000 barrels per day of this amount to major oil companies. Since late last year it has been selling the remaining 800,000 bpd at prices tied to the spot market.

Between October 1984 and March 1985 all of BNOC's suppliers had been paying \$28.65 per barrel for Brent, though spot prices were considerably lower. The proposed price of \$27.50 would put the supplier broadly in line with spot market prices.

Suppliers were divided over whether the new price levels were negotiable.

"BNOC gave us the proposal and that was it — end of message," one trader said.

But another company said it might submit a counterproposal.

The trading sources said the Energy Department's request to BNOC was an attempt to avoid a head-on clash with Nigeria that might spark a price war.

Nigeria, a member of the Organization of Petroleum Exporting Countries, charges \$28.65 for its Bonny light crude, which competes with North Sea crude. It has said it will match any British price cut.

Reaction in the European spot market to BNOC's proposal was subdued, brokers said.

In New York, traders said spot crude prices in general dropped to 20 cents on the BNOC news, but recovered quickly.

This type of market-responsive move was implicit in the British government's decision to abolish BNOC, said Larry Goldstein of Petroleum Industry Research Associates, a New York research firm.

The British government announced last month that it planned to abolish the company and transfer some of its functions to a small government agency.

U.S. oil traders said the price proposed by BNOC was lower than current spot trading for Brent loading in April, which they estimated at \$28.40 to \$28.50 per barrel.

"But the formula which BNOC uses lags the current market, as it relies on trading data for February and March," Mr. Goldstein said.

BNOC said last week that, before the abolition of the company, it was scrapping its old pricing system in favor of levels linked to spot-market values.

## Dollar Gains More Ground

Compiled by Our Staff From Dispatches

PARIS — The dollar gained more ground Thursday against major currencies.

It held within a tight band in thin pre-holiday trading. Traders attributed its gains largely to dollar short-covering. They said investors could be awaiting reports Thursday on the U.S. money supply and Friday on U.S. unemployment.

In late New York trading, the British pound lost ground to \$1.205, down from \$1.207 on Wednesday. Other late New York rates, compared with Wednesday rates, included:

3.160 Deutsche marks, up from 3.144; 9.635 French francs, up from 9.60; 2.665 Swiss francs, no change; 254.00 Japanese yen, up from 253.65. (UPI, IHT)

## Sources Say GE, CBS Studied Merger Offer

By Isadore Barmash  
*New York Times Service*

after recently having declined to do so.

The investment banker, who asked not to be identified, suggested that Shearson's decision might signify that American Express Co., Shearson's parent, would back the Turner acquisition move with its own funds and as a partner in the venture.

Peter Solomon, vice chairman of Shearson, declined to comment on the report of his firm's role. He denied, however, that American Express had any intention of entering an alliance with Mr. Turner.

The Wall Street sources indicated that American Express had held informal talks with American Broadcasting Co. before that company's recent decision to merge into Capital Cities Communications. The failure to obtain ABC, they added, had left American Express frustrated and interested in obtaining another major network.



## BUSINESS ROUNDUP

**Saatchi Plans to Buy 2 Firms, Offer Shares**By Bob Hagerly  
*International Herald Tribune*

LONDON — Saatchi &amp; Saatchi Co. announced Thursday plans for two more small acquisitions and a preference share sale that analysts say would provide funds for a much bigger move.

Saatchi, the world's fifth-largest advertising company, also forecast that its pre-tax profit for the year ending Sept. 30 would total at least £13 million (\$46 million), more than twice last year's £18.3 million before tax and exceptional income, income. It said earnings per share would be at least 56.7 pence, up 50 percent.

The company said it had agreed to acquire Marlboro Marketing Inc., a U.S. sales-promotion and merchandising company, and Siegel &amp; Gale Inc., a U.S. concern specializing in design and corporate identity programs.

Subject partly to profit performance over the next few years, the two acquisitions are likely to cost a total of around \$20 million, Saatchi's statement indicated.

At the same time, Saatchi plans to raise £9.9 million, after expenses by offering 99.5 million 6.3-percent convertible preference shares to its existing shareholders. Investment analysts noted that Saatchi already has a strong balance sheet.

As of Sept. 30, the company's cash and short-term securities exceeded debt by about £35 million. Thus, several analysts speculated that Saatchi would use the new funds to continue a buying spree that has included seven sizable acquisitions in the past year.

"One can only imagine they intend making a fairly chunky acquisition," said Malcolm Kitchen of Moore Govett Ltd.

At James Capel &amp; Co., Roger Hardman suggested that Saatchi might make the long-rumored acquisition of Doyle Dane Bernbach Inc., the 10th-largest U.S. agency. Such an acquisition would cost more than \$100 million and make Saatchi the world's biggest ad agency in billing, he said.

Saatchi declined to comment on the speculation, but one

**Study Lists Wheelock's 1984 Losses**

Reuters

source close to the company said: "There's no specific large acquisition in mind."

A public statement from Saatchi said the funds would "provide additional resources for continued expansion." The statement said Saatchi had not yet fulfilled its "aim of having a substantial presence in each of the top 10 world advertising markets."

The three big countries in which Saatchi does not own an ad agency are Canada, Brazil and Japan.

With the latest acquisitions, Saatchi said it would achieve "significant representation" in each of the four major areas it wishes to develop: advertising, marketing services, management consultancy and market research.

Formed 15 years ago by Charles and Maurice Saatchi, the company has thrived on rapid-fire acquisitions.

In 1982, Saatchi tripled its ad billings with the \$55-million acquisition of New York-based Computer Communications Inc. Last November, Saatchi agreed to pay \$100 million for the U.S.-based Hay Group, a management consultancy. Saatchi agreed last month to pay around \$10 million for a New York-based public relations firm, Rowland Co.

Some analysts worry that Saatchi is branching out too fast. "I think there's a danger of that," said Mr. Kitchen of Moore Govett.

Paula Shear of Kielce &amp; Aitken observed, "They've got an awful lot of their plate."

But Ceple's Mr. Hardman dismissed such worries. "The Saatchis have proved they can handle acquisitions," he said.

The stock market reacted calmly to the latest news. Saatchi's share price slipped just 5 pence to close at 875 pence.

**Opel Raises Car Prices 2.3%**

Reuters

FRANKFURT — General Motors Corp.'s subsidiary, Adam Opel AG, said Thursday that it is raising recommended West German retail car prices by an average 2.3 percent effective this week.

**Home State May Have an Ohio Sutor***The Associated Press*

COLUMBUS, Ohio — Bankers in Ohio under pressure to match an out-of-state offer to buy the closed Home State Savings Bank hinted after talks with state banking officials that an Ohio institution might make a counteroffer.

Ralph Bolen, executive vice president of the Ohio Bankers Association, said bankers were briefed Wednesday in general terms about an offer from an out-of-state institution, reportedly Chemical Bank of New York, and that the Ohio bankers "are now on their own."

Governor Richard F. Celeste of Ohio said Tuesday that an out-of-state offer had been received for Home State of Cincinnati, whose closing March 8 triggered a panic among some Ohio thrift customers and prompted the governor to close 70 privately insured thrift institutions on March 15.

Mr. Celeste, however, gave Ohio banks until Wednesday afternoon to meet or beat the out-of-state offer. The deadline passed and his office declined to say whether any offers were received.

**Honda Denies Plan With BL**

Reuters

TOKYO — Honda Motor Co. has made no decision on joint development of compact cars with BL PLC, but the two are discussing ways to strengthen their relationship, a Honda spokesman said Thursday.

The financial journal Nihon Keizai Shimbun said Honda and BL were close to agreement on jointly developing cars with 1,300-cubic-centimeter to 1,600-cubic engines, which Honda would produce in Britain.

Before the end of 1983, Honda is due to launch a new "XX" car and a 2,000-cc to 2,600-cc executive car, jointly developed by Honda and BL. The sales target for the "XX" in its first year is 15,000 on the domestic market and 25,000 overseas. BL will make 10,000 "XX" cars for Honda's overseas distribution subsidiaries.

The committee said Wheelock's assets had a value of 2.7 billion dollars, or 8 dollars per A share and 80 cents per B share at the end of 1984, exceeding Maritime.

The Wheelock committee, basing its analysis on the Wharf offer, said a study of Wheelock's assets by the financial advisers East Asia Warburg Ltd. said the offer appeared to represent a fair price.

It said "the possible but uncertain benefits of remaining a minority shareholder in Wheelock Maritime, the group had a profit of 171 million dollars in 1984, equal to 51 cents per A share and 5 cents per B share, compared with a profit equal to 59 cents and 6 cents in 1983, also excluding Maritime results."

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The committee said Wheelock's assets had a value of 2.7 billion dollars, or 8 dollars per A share and 80 cents per B share at the end of 1984, exceeding Maritime.

The panel said it was not satisfied with Mr. Brown's explanation that the branch manager concerned, Gloria Cushing, had exempted two Anguilo accounts from cash reporting rules and convinced her supervisor to go along with her decision, so higher bank officials never knew about it. Transactions over \$10,000 must be reported unless exempted.

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## SPORTS

VANTAGE POINT / Bill Shirley

*Joe Linn 155*  
Money May Not Be Everything, but It Seems to Be on the Sports Pages

Los Angeles Times Service

she hopes that each race, free of anxiety, will start over, she thinks. She's had a five-day trip through memory lane — a never-ending milk for every getting lost, supplies deviating from route and yield about 10 miles.

On that trip, Andrea is supposed to have run into Andre, her love for white. His desire with her past, a novel called "A Clever Ovary," laid the groundwork of today, and the old of time past over Andre's fence remains.

problem comes from attempts to invest his power, by constantly separating his film — that is, the hank about the black suit at dinner. It's not appropriate; it's that of melodrama. The reader and themselves, they need the author's carbuncles and boil to

undermine the reader's by Brink. Andrea's idea of a woman who's herself as a "woman-walled fortress who's an old-timer." Dick Butler, American League supervisor of inspiration, speaking of the beanball in major league baseball.

is trying to show that of an aphid's power, that as a South Africa, attach huge importance to skin. But even if he's black, he's meant as a good black militant makes it

known and loved for its black militant makes it

as a single goodie, the black militant makes it

is the rudimentary part of his character that's to do with the right thing to do, we don't know."

Dick Butler, American League supervisor of inspiration, speaking of the beanball in major league baseball.

is the Hardest Problem: Beanballs

## And the Hardest Question Is, What Can Be Done?

"We're acutely aware of it. It's discussed all the time. The commissioner is anxious to do something about it. But what the right thing to do is, we don't know."

Dick Butler, American League supervisor of inspiration, speaking of the beanball in major league baseball.

Under the rules, umpires assume much of the responsibility for making sure that pitchers do not throw at batters. If an umpire believes a pitcher has thrown at a batter, he warns both benches. The next of-fense results in the ejection of the pitcher and his manager.

The umpire, however, must make the distinction. For instance, pitching inside and throwing a brushback pitch are two different things.

"I think a pitcher has to establish when it was unintentional," Butler said. "He gets blinded or he freezes and it's not the pitcher's fault. I don't think anyone would want to ruin another man's career. At least I'd hate to think he would."

"If anybody can come up with an answer, I'd sure like to hear it."

skilled. So were Tony Conigliaro, Cass Michaels, Ellis Valentine, Paul Blair and Don Zimmer to name a few others.

In the meantime, the National League has asked every umpire for a written opinion of the situation and how to improve it. So far, a popular suggestion for eliminating bench-clearing brawls is a "third man" rule that has helped hocky decrease violence.

Under such a rule, when a batter charges the mound, everyone on the field must freeze in position with the first violator to be ejected.

The other possible solution is to encourage ejection instead of a warning in the first incidence of throwing at a batter. Umpires have latitude for ejection, but they seem to prefer a warning. The weakness is this: it appears to give the first pitcher a "free shot" that cannot be answered.

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## OBSERVER

**Losing Buttons, Anyone?**

By Russell Baker

**N**EW YORK — Three months ago my buttons started falling off.

I didn't pay any attention at first. You know about buttons. One morning you're getting ready to straighten yourself with the daily nekkie and a collar button falls off.

So on this particular morning, off comes the collar button. A minute or so later I am buttoning a sleeve and what do you know? A cuff button comes off in my hand.

Now that's not a daily event: two buttons coming off before the oatmeal. On the other hand, it's not an astounding coincidence either.

I didn't even mention it when I got to work later that morning and Finney from auditing said, "What's new?"

"Not much," I said.

As I now know, what I should have said was, "My buttons have started falling off, Finney."

Of course, without an accurate crystal ball, how could I have known that the very next day, just as I was going out the door of my house, a large black button would fall off my overcoat?

This was the button that first made me uneasy. Retrieving it from the floor, I said to my wife, "Something funny is going on with my buttons."

"When you wear a 19-year-old overcoat, buttons fall off," she said.

For the next three days not a button fell. I put the matter out of mind. "What's new?" Finney asked each day as I arrived at the job. Each day I said, "Not much."

On the fourth day, I put on my new flannel slacks with the button-down flap covering the left hip pocket and started down to breakfast. On the fifth step I heard the unmistakable click of a button falling on an uncarpeted stair tread. It was gray, all right.

I knew even before I looked that the button-down flap covering my left hip pocket was no longer buttoned down.

"Sensible people are worried to death about the bomb, getting them," my wife reasoned, "and all you can worry about is a button conspiracy. You ought to count your blessings."

After the disturbing fall of the button-down flap button, there was

a week without incident. Then a second week.

Then, one morning I brought a box of freshly laundered shirts home from the laundry, opened it and discovered two buttons missing from two shirts.

Oh sure, the laundry might take one button. But two buttons? No body can persuade me that this was the work of your typical laundry button smasher.

So it had started again.

"What's new?" said Finney that day.

"Finney," I said, "do you think there could possibly be a conspiracy by the thread trust to create a thread that would roll up to button simultaneously, thereby causing buttons to fall off en masse all over America?"

"Nothing new with me either," he replied.

Exactly three days later, while struggling into my antique trench coat, I heard the sound that had begun to fill me with dread. A button had hit the floor.

It was a button for buttoning in the trench coat's wool liner.

"What is this rain of buttons trying to tell me?" I cried.

"That's it's time you juked that old trench coat," my wife said.

My beloved old trench coat! I had bought it 20 years ago so I would look like Humphrey Bogart.

It hadn't worked yet, but I was reluctant to quit trying. Now the liner button had fallen.

The following week, wrapping it around me again, again I heard a button fall. There was an epidemic of falling buttons and the center of infestation was becoming my trench coat.

"What's new?" asked Finney that morning.

"Do you think people reach a time in life when their buttons start trying to tell them something, Finney?"

"Nothing new with me, either," said Finney.

Actually there was. He was wearing a shirt with a button-down collar and one of the buttons was missing, but I didn't tell him. Out of gratitude he didn't tell me I looked, not like Bogart, but like Dagwood Bumstead in a trench coat.

"On very precise problems," he said, "the government is calling on people who have the advantage of not being in the administration, of not being 'budgeted.'

I have ample as much as I need from the Club Méditerranée. You have to be 20 to enter politics; I left politics at 20, I'm not going to enter at 65."

Bernard Attali, who was Club

Med's financial director in 1980

and 1981, believes Trigano is well-suited for the job. "He is a creator. He does not get bogged down in administrative machinery," he said. "He has aspects that are extraordinarily French. He loves life. He loves France. But he is also international, he understands commerce. He is a salesman, in the best sense of the word. That's not so French. He is an excellent negotiator — even remarkable — because he is at the

same time capable of charm and of calculation."

Trigano, in all his incarnations, is the consummate salesman and promoter. The club regularly fights a public relations battle about whom it attracts and why. It resists being seen as a singles club. Its best PR man is Trigano.

The club's image has changed over the years. Long before it was even seen as a singles club, it was seen as a place for underwater fishing. "In the first years, one out of three members came to the club to get under water and pierce his fish," Trigano said. "It was a kind of voluptuousness. I succumbed like everyone else. We sometimes committed massacres. We often brought back more than we needed, and as it was a village

of fishermen, we did not even have the solution of giving them to the people who surrounded us."

Then, year after year, the fish started to defend themselves. From three feet under, they went to five feet under, from five to 15 meters, until we could not find them anymore except at great risk. Until the day we stopped it. And the fish came back. Now we do not kill them anymore, we see them."

The same kind of energy and enthusiasm that Trigano devotes to talking about his company, he apparently devotes to running it.

Attali, currently the president of the GAN insurance company, said: "He is a rare mixture. He is capable at the same of having a long-term outlook, and of running the company, day to day. He has a vision of the world of leisure over 15 or 20 years, and at the same time he knows the first names of most of his employees."

Trigano's background is unusual for French business. He was raised in a modest family, and he began his career as a journalist for the Communist newspaper "Humanité" in the 1940s. I spent a childhood like all boys and girls, calm. Then there was the war. And I am Jewish. The war made me conscious of being Jewish in a very intense way; that is, it showed me I had suspended sentience in life. So I try to live my life that way."

During the war, he was responsible for a Communist resistance youth group. Afterward, "I was in the Communists Party, so I stayed a year. Then I left very quickly. I was with them during the war, and I'm very attached to them, but their policies did not correspond to my view of life."

Whether Trigano — or anyone — can succeed in his governmental project is questionable. But his enthusiasm is not. "We have to set up *l'informatic* for all. We still have to equip 70,000 classes, plus the universities. We must train 110,000 teacher-trainers. We must edit the teaching manuals at all levels. We must at the same time open the schools to nonstudents, adults from all over France, and to train all over

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